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ABSTRACT

Several intermediate performance objectives and corresponding criterion measures are listed for each of 17 terminal objectives for a secondary level basic printing course. The materials were developed for a two-semester (2 hours daily) course with specialized classroom and shop experiences designed to enable the student to develop basic competencies as a printer in the fundamentals of typography, press work, bindery, and finishing process with emphasis on safety, typography, negative and plate processes, and quality control. The titles of the 17 terminal objectives are Orientation, Occupations and Trends, Letterpress Composition, Press Make-Ready and Operation, Letterpress Applications, Layout and Design, Paste-Up, Point System Applied to Lithography, Preparing Camera Copy for Reproduction, Process Photography, Presensitized Plates, Offset Press Operation, Bindery Operations, Cost Estimating, Continuous Tone Photography, Industrial Attitudes and Work Habits, and Skill Comprehension Exercises. (This manual and 54 others were developed for various secondary level vocational courses using the System Approach for Education (SAFE) guidelines.) (HD)

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PERFORMANCE OBJECTIVES

BASIC COURSE

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CE 010 961

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July 1975

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The following educator participated as the writer of this manual:

Mr. Chester Seivert, Instructor

Cover design and printing by: Mr. Chester Seivert

Typist: Cathy Boatwright

PRINTING - BASIC

Accreditation No.: 9753

Length of Course: 2 Semesters

Time Block: 2 Hours Daily

Course Description

Specialized classroom and shop experiences designed to enable the student to develop basic competencies as a printer in the fundamentals of typography, press work, bindery and finishing process with emphasis on safety, typography, negative and plate processes and quality control. Students are also encouraged to participate in the activities of the Vocational Industrial Clubs of America.

Introduction

The purpose of this curriculum guide is to provide the beginning student with a basic foundation necessary to become successful in the printing industry.

The writers have attempted to incorporate the ideas and suggestions of the Printing Craft Committee as to the current needs of the industry. Emphasis has been placed on copy preparation and paste-up procedures with the anticipation that during the second year (Intermediate Course) the student will become proficient in all skills through practice and experience.

It is also anticipated that this course will be a challenge to the student and create interest and desire to pursue the printing trades as a vocation.

PRINTING - BASIC
9753

Syllabus of Terminal Performance Objectives

1.0 Orientation

2.0 Occupations and Trends

3.0 Letterpress Composition

4.0 Press Make-ready and Operation

5.0 Letterpress Applications

6.0 Layout and Design

7.0 Paste-up

8.0 Point System Applied to Lithography

9.0 Preparing Camera Copy for Reproduction

10.0 Process Photography

11.0 Presensitized Plates

12.0 Offset Press Operation

13.0 Bindery Operations

14.0 Cost Estimating

15.0 Continuous Tone Photography

16.0 Industrial Attitudes and Work Habits

17.0 Skill Comprehension Exercises

COURSE PRINTING - BASIC

TERMINAL PERFORMANCE
OBJECTIVE NO. 1.0 ORIENTATION

Upon completion of the unit on shop orientation which will include the grading criteria, major equipment, safety rules, club participation, shop management, and contributors to the printing trades, the student will pass a teacher made test with 80% proficiency.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		1.0	See attached test.
1.1	The student will demonstrate his knowledge of the grading system used in the class by listing 3 of the 4 following criteria: 1. Attendance 2. Shop exercises 3. Tests 4. Attitude	1.1	List the four (4) criteria used in determining a student's grade in the printing lab.
1.2	The student will list at least six of eight major pieces of equipment.	1.2	List eight (8) major pieces of lab equipment.
1.3	Upon completion of the unit on conduct and safety, the student will list a minimum of 6 of 8 rules of conduct and safety as follows: 1. No horseplay 2. No running 3. Have permission before using equipment 4. Wear proper clothing 5. Wear safety equipment when required 6. Tie hair back when using rotating equipment	1.3	List eight (8) rules of safety and conduct in the printing shop.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 1.0 (cont'd) Orientation

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
1.4	With 75% accuracy the student will match the following printing processes with its definition. 1. Letterpress 2. Lithography 3. Intaglio 4. Silk Screen	1.4	Match the following processes with its definition. ___1. Letterpress ___2. Lithography ___3. Intaglio ___4. Silk Screen
1.5	The student will demonstrate his ability in shop management with 75% proficiency by assigning of fellow students to a duty roster and inventory of tools & supplies.	1.5	Assume the assigned responsibilities of shop foreman as listed: 1. Utilize students on duty roster 2. Inventory tools daily 3. Inventory supplies weekly 4. Assure cleanliness of lab
1.6	The student will demonstrate his knowledge of the values to be gained in being associated with VICA by completing a given test with 75% accuracy.	1.6	1. Circle 8 of the 10 following benefits which may be derived from VICA. a. Group participation b. Parliamentary procedure c. Driving d. Pride in occupation e. Public speaking f. Competition g. Awards h. Voting i. Singing j. Social interaction 2. The letters VICA stand for: _____ _____ _____ of _____. 3. The cost of VICA membership is _____. 4. Who is eligible to belong to VICA?

1.0 Printing (Basic)

1. List 4 items used in determining a student's grade.

   a.
   b.
   c.
   d.

2. List 4 major pieces of printing lab equipment.

   a.
   b.
   c.
   d.

3. List 4 rules of safety in the printing lab.

   a.
   b.
   c.
   d.

4. Name 2 pioneers of printing: (a) one for letterpress, (b) one for offset

   a.
   b.

5. Match the following processes with its definition.

1.	____Letterpress	A.	Printing through porous surface
2.	____Lithography	B.	Raised surface printing
3.	____Intaglio	C.	Printing from an image below the plate surface
4.	____Silk Screen	D.	Printing from a smooth or flat surface

6. List five benefits of VICA.

   a.
   b.
   c.
   d.
   e.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 2.0

Occupations & Trends

The student will pass a teacher made test, with no less than 80% proficiency, on the duties, responsibilities, training and opportunities of current areas in the printing industry.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		2.0	See attached test.
2.1	The student will list from available sources in the shop at least 16 of the following 20 job titles in a large printing firm and the job description of each. 1. Executives 2. Estimators 3. Sales Staff 4. Office Staff 5. Plant Maintenance 6. Copywriters & Advertising Personnel 7. Layout Personnel 8. Photographers, Retouchers and Artists 9. Compositors 10. Proofreaders 11. Copy Preparation 12. Cameraman 13. Strippers 14. Platemakers 15. Storekeepers 16. Papercutters 17. Pressman 18. Feeders and helpers 19. Bindery 20. Shipping	2.1	Using available sources in the shop, list 20 job titles and the job description of each that might be found in a large printing firm.

COURSE Printing (Basic

TERMINAL PERFORMANCE OBJECTIVE NO. 2.0 (cont'd) Occupations & Trends

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
2.2	The student will demonstrate his awareness of job opportunities in the local printing trade by bringing to class 10 classified ads relating to opportunities in the printing industry each 9 weeks period with 100% response.	2.2	Bring to class and maintain in a folder 10 different classified ads relating to opportunities in the printing trade each 9 weeks period.

2.0 Printing (Basic)

Study Chapter 3 in "Photo Offset Fundamentals," by John E. Cogoli, then match the following trades with their description of duties:

1. Compositor	A. determines the cost of time and materials for a job
2. Estimator	B. makes the "blueprint" from which production workers proceed
3. Layout Man	C. sets type from copy
4. Proofreader	D. read copy to be certain there are no errors
5. Stripper	E. shoot negatives using a process camera
6. Cameraman	F. arrange and tape all negatives on a sheet of goldenrod paper
7. Platemaker	G. expose and develop image carriers
8. Paste-up man	H. ready presses for operation
9. Bindery	I. may cut, fold, punch, preforate, staple, and assemble printed material
10. Pressman	J. assemble proofs in their proper position as camera ready copy

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 3.0 — Letterpress Composition

Upon completion of this unit the student will demonstrate his knowledge of letterpress composition, point system, type face classifications, proofreading, vocabulary and history of letterpress printing by completing a teacher made test with 80% accuracy and will demonstrate skill in assigned tasks of justifying and using the line gauge with 80% accuracy.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		3.0	Test Attached
3.1	The student will demonstrate his knowledge of the California Job Case by indicating in writing the placement of the various characters with no more than 5 errors. Test attached.	3.1	Write the correct character in each compartment on a blank layout sheet of the California Job Case.
3.2	The student will demonstrate his knowledge of available type styles by identifying by name and distinquishing characteristics the type given him from the type bank, identifying 4 out of 5 pieces correctly.	3.2	Orally identify 5 pieces of type given you by the instructor from the type bank by name and distinquishing characteristics.
3.3	The student will demonstrate his ability to identify type characters which are hard to distinguish(demons) by placing in alphabetical order the given characters attaining 6 out of 8 correctly.	3.3	Place in alphabetical order the given characters as follows: d,b, p, q, n, u, i, I. Make a proof and submit to the instructor for grading.
3.4	The student will demonstrate his ability to read type set in a galley by translating the characters to right reading with no more than 2 word errors. See attached handout.	3.4	Translate and write the paragraph from the handout given you to a readable form.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 3.0 (cont'd) Letterpress Composition

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
3.5	The student will demonstrate his skill in letterpress hand composition by justifying in a composing stick The American's Creed with no more than 4 obvious spacing errors.	3.5	Hand set The American's Creed in a composing stick. Use 10 point type, justify the copy flush left and right in a 20 pica column.
3.6	The student will demonstrate his skill in making and correcting a proof by proofing the copy set in 3.5 and making necessary corrections and submitting to the instructor with no errors.	3.6	Make a proof of The American's Creed. Make necessary corrections and submit to the instructor error free.
3.7	The student will demonstrate his knowledge of proofreading marks by matching the symbol with the meaning in 8 out of 10 questions.	3.7	Match the following proofreaders marks with their meaning. 1. d — a. delete 2. ∧ — b. insert 3. stet — c. let it stand 4. wf — d. wrong front 5. ⊂ — e. close up 6. X — f. defective letter 7. ⊓ — g. move up 8. ⁀ — h. less space between words 9. ~tr — i. transposition 10. # — j. insert space

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 3.0 (cont'd) Letterpress Composition

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
3.8	The student will illustrate his ability to use proofreaders marks correctly by finding and marking at least 20 of the errors in the copy given by the instructor with 75% accuracy.	3.8	Identify and correctly mark 20 errors in the copy given.
3.9	Using materials supplied by the instructor, the student will demonstrate his ability to use a line gauge by measuring the point size of type and the length of slugs using the pica as the unit of measurement with 80% accuracy.	3.9	Measure the point size type given you to distribute and measure the length of the leads and slugs given you before placing them in the type bank.

3.0 Printing (Basic)
Letterpresss Composition

1. Who is known for the discovery of moveable type in Europe?

2. T or F A printers "rule" is type high and is used for printing a line.

3. Which of the following is not a type face classification?
   a. Oldstyle b. Caslon c. Sans Serif

4. T or F A 2EM quad is the square of the point size type being used.

5. The proofreading symbol for insert space is _____ _____.

6. What type face classification does the following letter fall into: H

7. T or F A 3EM space is used to space between words.

8. T or F In hand composition the nick faces up in the composing stick.

9. If a piece of type measured two picas, what point size would it be?

10. If the letter shown were printed, what would it be?

Matching

11. Font	A.	all letter and characters of one face & size
12. Galley	B.	a metal tray used for storing type
13. Composing Stick	C.	used to hold hand set type when composing
14. Pica	D.	12 points
15. Point	E.	1/72 of an inch
16. Type high	F.	.918 inch
17. Line Gauge	G.	a printers ruler marked off in picas
18. Pied Type	H.	type that is mixed up waiting to be sorted
19. Leads	I.	thin metal strip used for spacing between lines, 6 points or greater in thickness

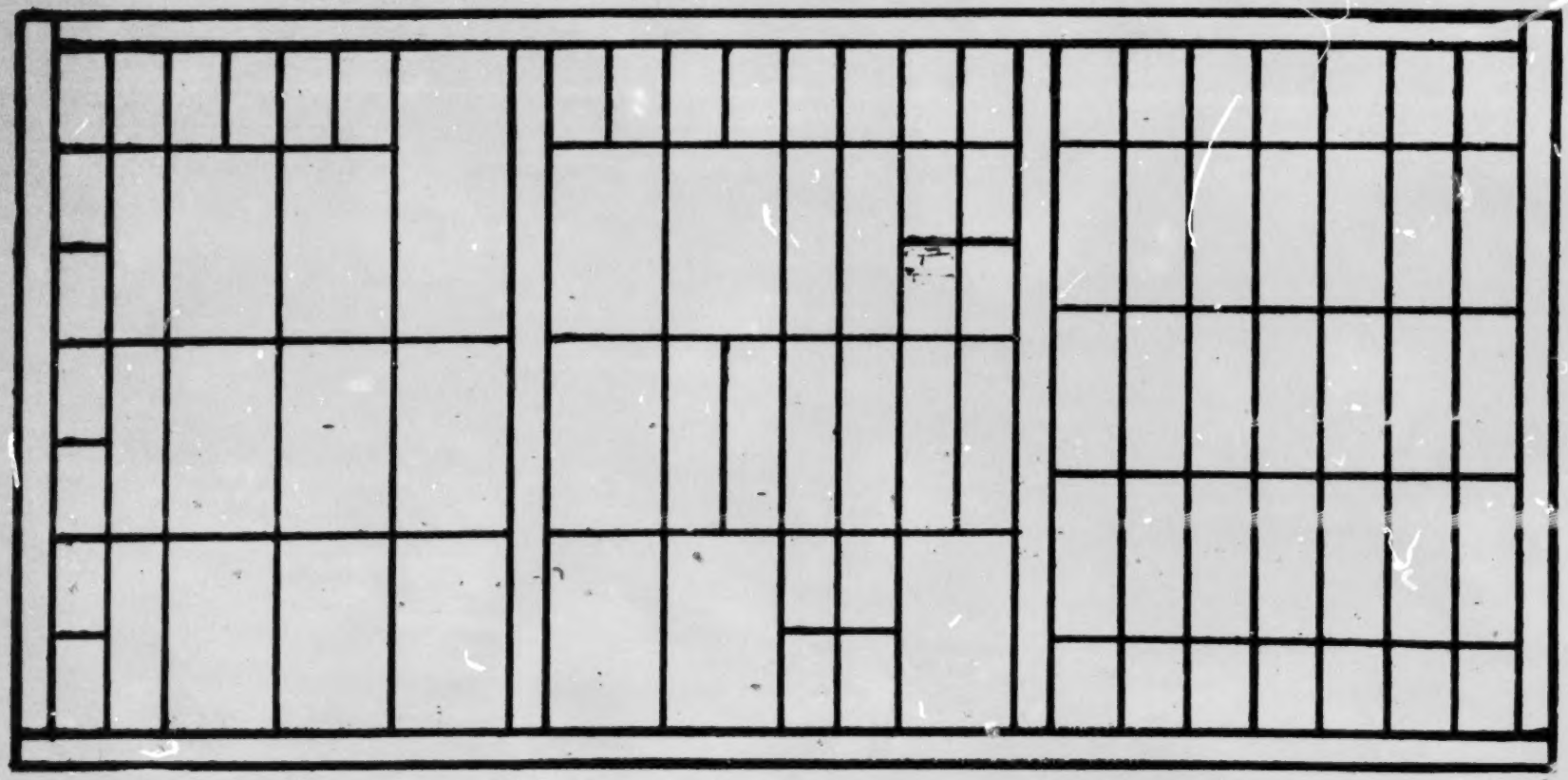
20. In order to justify the line below, show where your first choice would be to insert space.

The used brown glove lay in the closet all season.

21. What do the two proofreading symbols in the copy below mean?

We are going to study offset printing in the next 9 weeks.

CALIFORNIA JOB CASE



HOW TO READ COMPOSED TYPE

Type is read from left to right as are the lines on the printed page, but the characters are upside down. With a little practice the reading of type will become easy. Do not read type in any other manner than upside down, from left to right.

LETTERPRESS EXERCISE 1

TYPESETTING

SET THE AMERICAN'S CREED CENTERING THE TITLE AND JUSTIFY FLUSH LEFT AND RIGHT ALL LINES EXCEPT FOR THE PARAGRAPH INDENTION. THE PARAGRAPH INDENTION SHOULD BE 2 CM'S.

THE AMERICAN'S CREED

I believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many states; a perfect union, one inseparable; established upon those principles of freedom, equality, justice, and humanity, for which American patriots have sacrificed their lives and fortunes.

YOUR NAME HERE

NOTE: USE ANY TYPE CASE YOU WISH: SET THE LINES AT 20 PICAS LONG; USE A SLUG BETWEEN THE TITLE AND THE COPY, WITH 2 POINT LEADING BETWEEN LINES.

WHEN COMPLETED, OBTAIN A PROOF, READ IT, MAKE ANY NECESSARY CORRECTIONS IN THE TYPE, AND THEN PRESENT A REVISED PROOF TO YOUR INSTRUCTOR. WHEN RETURNED, FILE IN YOUR NOTEBOOK.

PROOFREADING EXERCISE

The practice of typography, if it eb followed faithfully, is hard work - full of detail, full petty restrictions full of drudgery, and not greatly reworded as Men now count rewards.

It is also anticipated that this course will be a challenge tothe student and create interest and desire to pursue the printing trades as a vacation.

COURSE Printing (Basic)

TERMINAL PERFORMANCE
OBJECTIVE NO. 4.0 Press Make-ready and Operation

The student will demonstrate his knowledge of vocabulary lock-up, make-ready, press operation and safety, setting gauge pins, tieing a form, casting type, locking up a form, replacing furniture, distributing type, operating a platen press, and answering criterion test questions with 75% accuracy.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		4.0	See attached test.
4.1	The student will demonstrate his knowledge of press operation safety by listing 5 specific safety rules pertaining to the motor driven platen press with 80% accuracy.	4.1	List 5 safety rules specifically pertaining to the motor driven platen press.
4.2	The student will demonstrate his knowledge of the operational parts of the platen press by identifying the parts on a press handout sheet with 75% accuracy.	4.2	Identify the parts of the platen press indicated on the handout sheet.
4.3	The student will demonstrate his skill in machine composition by casting type from the Ludlow machine for an assigned business card with 100% efficiency.	4.3	Using the Ludlow typecasting machine, set the copy assigned you for a business card.
4.4	The student will demonstrate his ability to operate the platen press correctly by completing an assigned exercise which involves locking up a type form, dressing the press, inking the press, printing the job in the proper position, using safe work habits and cleaning the press with 75% accuracy.	4.4	A. Make necessary preparations and print 50 copies of a useable business card on a platen press. Copy a design from an acceptable business card. B. Set up copy for a note pad no larger than 4" x 5". Include a cut to be placed at the bottom of the pad and copy at the top. Run 50 copies on index stock and 75 copies on bond paper.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 4.0 (cont'd) Press Make-ready and Operation

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
4.4	Grading Scale: 1. Positioning 2. Press dressed properly 3. Image printed evenly and neatly 4. Safe work habits displayed		

4.0 Printing (Basic)
Press Make-ready and Operation

Demonstrate to the instructor the following skills:

1. On the press, set 3 gauge pins in their proper position in the tympan paper.

2. Tie a type form.

3. Lock up a type form.

4. Replace furniture and reglets by measuring with a line gauge.

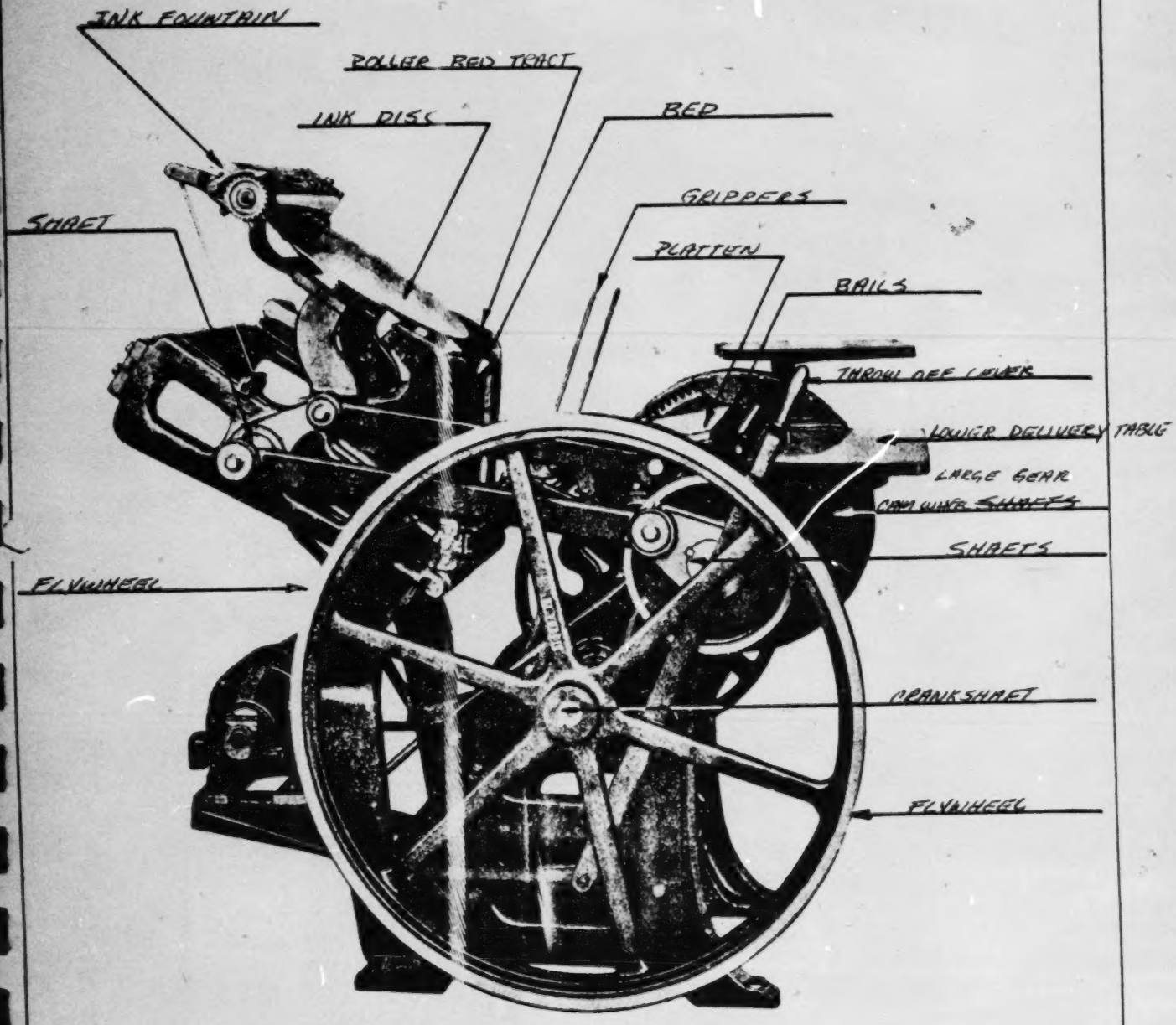
5. Measure the point size type given you, identify the style and replace it in the proper California Job Case.

6. Match the following terms with their definition:

1. Chase	A. Metal frame used to hold type while printing on the press
2. Composing Stick	B. A device into which foundry type is assembled and justified into lines
3. Quoins	C. An expandable device used to lock type & furniture into a chase
4. Reglet	D. Furniture which is 6 pt or 12 pt thick
5. Furniture	E. Wooden material used to fill large, nonprint areas of a letterpress form
6. Justify	F. To space out a line of type to make it full to the right margin
7. Lock-Up	G. Securing type and furniture in a form prior to printing
8. Gauge Pin	H. A device used to hold stock in position while printing on the press
9. Galley	I. A metal tray used for storing type
10. Quoin Key	J. A tool used to expand devices which secure type in a chase

7. Match the following terms pertaining to press operation with their definition:

1. Grippers	A. A moveable press part which holds the stock in place so that it will not be pulled into the press
2. Ink Disc	B. Where ink is spread to insure even coverage
3. Throw off Lever	C. Used when misfeeding or other problems occur
4. Feed Table	D. Used to stack stock waiting to be printed
5. Platen	E. The surface upon which the tympan is placed



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COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 5.0

Letterpress Application

The student will demonstrate his knowledge and skill in special applications of letterpress printing to include; numbering, scoring, perforating, and die cutting by successful completion of each IPO with 80% accuracy according to instructor's judgment.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
5.1	The student will demonstrate his ability to perforate by setting up the platen press and perforating 50 sheets of bond paper to be bound as a notepad with 100% efficiency.	5.1	Set up the press and perforate 50 sheets of bond paper to be bound into a note pad.
5.2	The student will demonstrate his ability to bind a note pad using the following 2 methods: 1. padding compound 2. perforate, staple, and tape	5.2	Bind the note pad previously printed on the platen press using two different methods. Use padding compound on half and stitch the remaining half.
5.3	The student will demonstrate his knowledge of numbering procedure by adjusting the numbering machine, locking it up in a chase, setting up the press and printing 100 tickets numbered in sequence with no misprints.	5.3	Set up the press for numbering and print 100 tickets numbered in sequence.
5.4	With 100% accuracy, the student will demonstrate his ability to die cut by preparing the platen press with a given die and cutting a window to incorporate a functional single-fold project assigned by the instructor.	5.4	Set up the press for die cutting and cut a window in an appropriate place for the project assigned you.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 5.0 (cont'd) Letterpress Application

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
5.5	The student will demonstrate his skill in scoring by setting up the press and creasing 25 sheets of 110 lb. index stock with 100% accuracy.	5.5	Set up the press for scoring and crease 25 sheets of 110 lb. index to facilitate folding in half.
5.6	With adherance to all safety rules, the student will demonstrate his knowledge and skill pertaining to safe operation of the cylinder press by being personally observed by the instructor in setting up and feeding the cylinder press.	5.6	Prior to beginning an exercise on the cylinder press, ask the instructor to observe you in setting up and feeding the press. Observe all safety rules and procedures pertaining to this operation.
5.7	The student will demonstrate his skill in operating the cylinder press by using the press to die-cut an assigned exercise with 100% efficiency.	5.7	Use the cylinder press to die-cut a greeting card which is to have a french fold when completed.

COURSE Printing (Basic)

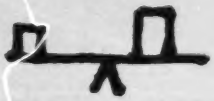
TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 Layout & Design

The student will demonstrate his knowledge and skill of layout and design by completing a series of exercises on proportion, harmony, and balance. Successful completion of each IPO at 80% accuracy will denote mastery of this TPO.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.1	The student will demonstrate his knowledge of shape harmony by selecting from 2 examples, choosing the one which exhibits the style of type which is similar to the shape of the page with 100% accuracy.	6.1	From the 2 examples select the one which displays the best shape harmony. Write your choice here_____. A B
6.2	The student will, with 100% accuracy, demonstrate his knowledge of the regular oblong and the line of golden proportion by completing an assigned exercise requiring "Proportion and Balancing One Unit on a Page."	6.2	Make a layout for a cover as follows: 1. Find the pleasing proportion of a cover using the "regular oblong", if the width is 6". 2. Place the word "Variety" in balance on the page using the line of golden proportion. 3. Use a type size and style that can easily be read at arms length.
6.3	The student will, with 100% accuracy, demonstrate his knowledge of the "golden oblong and balance" by completing an assigned exercise requiring "Proportion and Placement of a Group of Words on a Page."	6.3	Make a layout for a cover as follows: 1. Find the depth of a piece of paper using the "golden oblong proportion," if the width is 6". 2. Center the group of words "The New Hudson Six and Eight" on the "line of golden proportion."

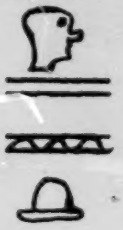
COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 (cont'd) Layout & Design

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.4	The student will demonstrate his knowledge of balancing two groups of type or pictures of equal size by completing an assigned exercise on balance with 100% accuracy using the standard below. Standard: The picture should be equal distance from the line of golden proportion.	6.4	Place two pictures of equal size, in balance, on a layout which is 6"x9".
6.5	The student will demonstrate his knowledge of balancing two groups of type of unequal size by completing an assigned exercise on balance with 100% accuracy using the standard below. Standard: Instead of being centered on the line of golden proportion the copy will be moved upward so as to maintain a pleasing balance. 	6.5	Place two groups of copy in balance on a page 6"x9" as follows: Hotel Star Annex - 36 pt. Star Hotels - 18 pt.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 (cont'd) Layout & Design

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.6	The student will match on an exam the four basic elements of an advertisement with their layout symbols and their function with 75% accuracy using the scale below.	6.6	Match on a written exam the four basic elements of an advertisement with their symbols and functions: FUNCTION 1. ___ attract attention 2. ___ create interest 3. ___ create a desire 4. ___ how or where to satisfy desire ELEMENT a. text b. picture c. signature d. display head SYMBOL 

ELEMENT	SYMBOL	FUNCTION
1. Picture		Attract Attention
2. Display Head	SPRING HATS (Hand Lettered)	Create Interest
3. Text		Create a Desire
4. Signature	CHET'S HAT SHOP (Hand Lettered)	How to Satisfy Desire

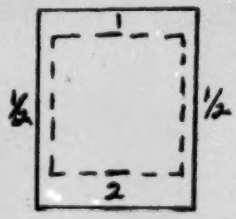
COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 (cont'd) Layout & Design

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.7	The student will demonstrate his knowledge of the terms: thumbnail sketch, rough layout, comprehensive layout, and paste-up by writing a short definition of each term with 75% accuracy.	6.7	Write a definition of the terms: 1. Thumbnail Sketch 2. Rough Layout 3. Comprehensive Layout 4. Paste-Up
6.8	Upon completion of a unit on formal and informal balance the student will complete 8 test questions on the differences of the two methods of balance correctly answering the minimum of six of the eight principles.	6.8	Complete the following questions on the principles of balance. 1. When all units are centered, that is, arranged so that half are on one side and half on the other side of an imaginary line drawn down the center of the layout, it is said to be _____ balance. 2. If the units are arranged off center, it is said to be _____ balance. 3. A business that would probably prefer a formal balance to indicate stability is _____. 4. A business which would probably prefer a informal layout is _____. 5. T or F In an informal layout, one word may be placed in any position on the page if it is easily readable. 6. Simple, easy to read type faces are used in a _____ balanced layout. 7. T or F It is best to use Gothic rather than Oldstyle type faces in a informal layout. 8. T or F In an informal layout, rules sometimes run off the edge of the paper.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 (cont'd) Layout & Design

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.9	Upon completion of the unit on the rules of single page margins, the student will illustrate the proportions as follows: The two sides will be the narrowest, but equal; the top a slightly wider; and the bottom the widest, with 100% accuracy.	6.9	Sketch a layout and indicate which margin should be the narrowest, widest, and in-between. 
6.10	The student will demonstrate his ability to place the four basic elements of advertisement by completing an assignment on advertising layout with 75% accuracy, using the grading scale below. 1. Adherance to instructions 2. Adherance to principles of formal layout 3. Adherance to principles of informal layout 4. Neatness and accuracy	6.10	Prepare 2 advertisement layouts, using the four basic elements of an advertisement and the information and specifications below: 1. size - 24 picas x 40 picas 2. display head - Tower Rooms 3. cut - 8 picas x 14 picas 4. text - write as much text as required to fill the space 5. signature - Regency Plaza, Central Park <u>Directions</u>. 1. One layout should be formal, the other of informal balance. 2. Prepare four thumbnail sketches for each layout in proportion to the finished layout. 3. Prepare rough layouts in actual size. 4. Prepare comprehensive layouts for each.
6.11	The student will illustrate four given methods of adding constrast to a display head with 75% accuracy.	6.11	Illustrate the following four different methods of adding contrast to a display head. 1. underscoring 2. using larger type size 3. using italic type 4. using bold type

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 6.0 (cont'd) Layout & Design

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
6.12	The student will illustrate his knowledge of the 5 given basic methods of grouping display lines by illustrating each method with 3 lines of copy, with 80% accuracy.	6.12	By hand lettering, illustrate the 5 basic methods of grouping display lines as follows: 1. inverted pyramid 2. square effect 3. drop line 4. long and short line 5. the regular pyramid
6.13	The student will identify and submit to the instructor an example of printed material from each of the 7 classifications of type. Label each from the following: Roman San Serif Square Serif Text Script Decorative Modern Classifying 6 out of the 7 samples correctly.	6.13	Identify and submit on a piece of paper an example of each of the 7 classifications of type. Label each example.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 7.0 Paste-Up

The student will demonstrate his knowledge and skill in paste-up and copy preparation by completing various exercises in paste-up procedures and pass an exam in copy preparation. 90% of the students will pass both practical exercises and exam with 75% accuracy as given in the IPO criterion measures.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
7.1	The student will demonstrate his ability to use paste-up tools and develop basic skills by completing an assigned exercise with 75% efficiency according to the grading scale below: GRADING SCALE: 1. neatness 2. proper use of tools 3. positioning 4. accuracy	7.1	Design an 8 1/2 x 11 french fold christmas card from the given copy. The inside greeting must personalized by using one of the following methods of copy preparation: a. Leroy lettering b. transfer letters c. repro proof
7.2	The student will demonstrate his understanding of letterhead design and develop his paste-up skills by completing the assigned exercise with 75% accuracy according to the scale below: 1. neatness 2. proper use of tools 3. positioning 4. accuracy	7.2	From the given letterhead copy, design and paste-up a personalized letterhead for an 8 1/2 x 11 piece of stationary.
7.3	The student will demonstrate his ability to use basic paste-up tools, develop elementary paste-up skills and develop ability to evaluate space by completing an assigned paste-up exercise with 75% accuracy.	7.3	Prepare a paste-up using the following information: 1. Obtain a piece of illustration board, 11" x 14". 2. Using the rough layout given you as a guide, select copy from the repro proofs given and make a paste-up of a letterhead, envelope, and business card for Steven's Printing Company.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 7.0 (cont'd) Paste-Up

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		7.3	Requirements: 1. Follow the rough layout 2. Choose compatible type faces 3. Lines should be pasted parallel 4. Neatness
7.4	The student will exhibit his knowledge of layout and paste-up procedure by completing a one page, one color project of his own choice with 80% accuracy according to the grading scale below: GRADING SCALE: 1. balance - 20% 2. harmony of type faces faces - 20% 3. accuracy of parallel lines - 20% 4. cleanliness and neatness - 20% 5. overall appearance - 20%	7.4	Complete an offset project according to the following directions: 1. The project is to be a one page formal layout, 8 1/2" x 11", one color project of the theme, "reflex cameras". 2. Prepare 3 thumbnail sketches, rough layout, 1 comprehensive layout, and 1 camera-ready paste-up. 3. Place a protective cover over the paste-up, as this project will be used later in the course. 4. This paste-up should include at least one line drawing, display head, three paragraphs of body copy, two halftone photographs of different sizes, and a rule completely around the job. 5. Prepare an off-center layout (informal) using the above requirements.
7.5	The student will demonstrate his knowledge of composition processes by matching, with 80% accuracy, the specific use or description of the processes with the method of composition.	7.5	See attached test.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 7.0 (cont'd) Paste-Up

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
7.6	The student will demonstrate his ability to use rubylith film in a layout by producing an overlay for: a. a second color on line art b. a window for a halftone insert c. dropping the background for a halftone negative d. an island dropout with 75% accuracy according to the following grading scale. 1. neatness 2. accuracy 3. adherence to instructions 4. smooth evenly cut lines	7.6	On an illustration board, 9" x 12" with a 1/2" boarder, divide the remaining area into 4 equal parts. a. In one area prepare a mechanical rubylith overlay for a second color on a line drawing. b. In the second area place an overlay for a halftone window in a column of copy. c. In the third area drop the background for a halftone negative. d. In the fourth area use an overlay to show the use of an island dropout (knockout).

7.5 Paste-Up

Match the following methods of composition with its specific use or description.

1. Foundary Type	A. hand set individual pieces of type
2. Monotype	B. machine which sets individual pieces of type
3. Linotype & Intertype	C. casts solid lines of type-from a keyboard
4. Ludlow	D. casts solid lines of type-hand set matrices
5. Wood type	E. set by hand for type larger than 72 pt.
6. Repro proof	F. a copy of set type from a proof press
7. Hand lettering and Art	G. lettering and line drawings ready for camera
8. Clip Art	H. comercially prepared art in sheets or books
9. Pre-printed Type	I. transfer type, adhesive type, tab-type
10. Strike on Letters	J. typewriter
11. IBM Selectric Composer	K. changeable printing face typewriter
12. Justowriter	L. justifys type, produces perforated tape
13. Headliner	M. used for display heads, negative font on a disc
14. Photo-Typositor	N. used for display heads, negative font on a strip
15. Compuwriter	O. photo-mechanical method of setting type

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 8.0

Point System Applied in Lithography

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		8.0	Complete the assignment according to the instructions below: 1. Outline an image area of 6 5/6" x 10" on a piece of illustration board. 2. Using a line gauge, T-square, and x-acto knife, trim seven pieces of paper to the exact dimensions specified below: a. 14 x 140 agate lines b. 22 1/2 x 27 1/2 picas c. 9 1/2 picas x 48 nonpariels d. 12 1/2 x 17 1/2 picas e. 12 1/2 picas x 72 points (6 picas) f. 22 1/2 picas x 90 points (7 1/2 picas) 3. Paste up the cutouts in the 6 5/16" x 10" image area with no overlapping. Leave 6 points between cutouts on layout.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 9.0

Preparing Camera Copy for Reproduction

The student will demonstrate his knowledge of copy preparation by identifying various forms of camera ready copy and demonstrate his ability to scale and crop copy for the camera by solving practical problems with 80% accuracy. Successful completion of this TPO will be evidenced by completion of each IPO criterion with 80% accuracy.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
9.1	The student will, with 80% accuracy, exhibit his knowledge of different forms of copy by bringing in to class an example of each of the items listed in the assignment.	9.1	Assignment: Bring to class an example of each of the following: 1. reverse copy 2. screened background tint 3. line drawing 4. halftone copy 5. continuous tone print 6. color halftone 7. overprint type 8. reversed type out of a halftone 9. a texture screen example 10. screened line copy Save the examples above for use on process photography assignment.
9.2	The student will answer given questions and solve given practical problems on scaling reductions, enlargements, and cropping with 80% accuracy.	9.2	1. Using the diagnoal rule method, proceed through the process of computing the width of an orignial photograph, 5"x7", if the depth is increased by 3 inches. 2. Using the proportion scale, determine the percentage of reduction of a photograph, if the width is four inches and it is required to be 2 1/2 inches. 3. T or F Crop marks are used to indicate irrelevant portions of a photograph to be eliminated. 4. T or F Reduction or enlargement percentage tags should be stapled in an unimportant area of the photograph.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 9.0 (cont'd) Preparing Camera Copy for Reproduction

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		9.2	5. T or F Crop marks are used on all four sides of the illustration preferably on a tissue overlay.

COURSE Printing (Basic)

TERMINAL PERFORMANCE
OBJECTIVE NO. 10.0 Process Photography

The student will demonstrate his skill and knowledge of process photography and darkroom procedure by exposing, processing, masking and opaquing a line negative with 100% accuracy as measured by the attainment of Step 4 on the cameraman's sensitivity guide. Successful completion of each IPO will denote mastery of this TPO.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
10.1	The student will demonstrate his knowledge of darkroom procedures, equipment, materials and safety by answering questions on a test with 80% accuracy.	10.1	See attached test.
10.2	With 100% efficiency, the student will relate his ability to evaluate the reproduced results of different forms of artwork and copy by orally discussing with the instructor a negative and contact print to be made of a paste-up prepared of items in an assigned exercise.	10.2	Prepare a paste-up on an 8" x 10" card leaving a 1/2" border on all sides. The paste-up should include an example of each of the following: 1. line drawing 2. continuous tone photo 3. screened halftone 4. red felt tip pen 5. light blue pencil 6. black pen 7. soft lead pencil 8. color halftone 9. three typed lines 10. color picture Prepare a line negative, using orthographic film, at 50% reduction. Prepare a contact print of the negative and report to the instructor with the paste-up, negative, and contact print to evaluate the reproduction qualities of each of the assigned items. Group the negatives 4 up on a masking sheet and run on the offset press. Then evaluate artwork, negative, stripping and reproduced copy with the instructor.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 10.0 (cont'd) Process Photography

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
10.3	The student will demonstrate his knowledge of terms pertaining to stripping by matching two given columns with 70% accuracy. 1. scribing 2. register marks 3. goldenrod 4. signature 5. mask 6. gripper margin 7. window 8. flat 9. 4-up 10. opaque	10.3	Match the following terms pertaining to stripping with their meaning. 1. flat 2. opaque 3. signature 4. window 5. mask 6. goldenrod 7. gripper margin 8. register marks 9. scribing 10. 4-up a. a stripped up negative b. a lightproof paint used to eliminate pinholes c. a group of stripped negatives, when folded comes out in sequence d. an opening in the mask which exposes the image area e. a sheet used to hold negatives in place while burning a plate f. a light proof colored paper with layout lines on it g. an area on a masking sheet which must be reserved for press operation h. lines on a negative which aid in squaring the negative on the mask i. drawing lines on a negative j. duplicate negatives on the same masking sheet
10.4	The student will demonstrate his ability to strip a negative by positioning a given negative so that when printed the image will be centered on 8 1/2" x 11" piece of paper, requiring no press adjustment.	10.4	Strip the negative assigned by the instructor, so that when printed the image will be centered on an 8 1/2" x 11" piece of paper with no press adjustment needed.

10.1 Process Photography

1. Which film would you use for shooting a line negative?

   a. Panchromatic
   b. Orthographic
   C. Monolithographic

2. Film is made up of a piece of clear acetate which is coated with a light sensitive chemical called _____.

3. Before the film is exposed, the emulsion side is the:

   a. shiny side
   b. light side
   c. dull side
   d. dark side

4. After exposure and processing the emulsion side will be the:

   a. shiny side
   b. light side
   c. dull side
   d. dark side

5. The emulsion side of film can be identified by:

   a. scratching with a sharp object
   b. looking at the wrong reading side
   c. both of the above
   d. none of the above

6. Orthographic film is sensitive to all light except _____.

7. Before mixing chemicals you are required to:

   a. turn on the safelight
   b. put on safety glasses
   c. close the door

8. To insure a clean negative you should:

   a. wash it
   b. check the lens for dust
   c. clean the copy board glass
   d. both b & c above are correct

9. The arrangment of the trays in the darkroom sink should be:

   a. developer, fixer, stop bath
   b. developer, stop bath, fixer
   c. neither of the above

10.1 Process Photography (cont'd)

10. The ideal developing time and temperature for orthographic film is:

a. 66° at 2 3/4 min.
b. 68° at 2 3/4 min.
c. 68° at 3 1/2 min.
d. 72° at 4 min.

11. Which lens setting lets most light pass through?

a. f - 4.5
b. f - 8
c. f - 11

12. The basic exposure time for our camera is f____ at ____sec.

13. The cameraman's sensitivity guide should be placed on:

a. the floor
b. the copy
c. the film
d. the ground glass

14. Indicate by numbering in proper sequence the steps to take in setting up the process camera according to the list given you.

____scale the copy
____place copy on copyboard
____set camera to required percentage
____view copy through ground glass
____check the lens setting
____set the exposure time
____place film on vacuum back and close
____expose and process

15. Write a short paragraph describing how to make a useable mixture of developer for ortho film.

16. There are 3 accepted methods of developing film: 1. by inspection; 2. time and temperature; 3. by using a gray scale. Which one have you been instructed to use?

17. If fixer is in the developer, it will:

a. cut the processing time in half
b. ruin the developer
c. not affect it

18. What is the rule of thumb for the length of time the film is to be in the fixer?

19. Name 2 things which may cause pin holes in the film.

20. If one holds a piece of film to a light and can see through the non-image area it is probably:

a. overdeveloped
b. underdeveloped
c. overexposed

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 11.0

Presensitized Plates

The student will demonstrate his knowledge and ability in the techniques of platemaking by exposing and processing an acceptable plate by the instructor's judgment, and by completing a test wit 75% accuracy. Successful completion of each IPO will denote mastery of this TPO.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
11.1	The student will demonstrate his knowledge of the platemaking process by completing a test with 75% proficiency.	11.1	Answer the following test questions pertaining to platemaking. 1. What is the recommended exposure time for pre-sensitized plates in our shop? 2. The flat is placed on the plate: a. emulsion to emulsion b. wrong reading c. upside down, but not backwards 3. The proper sequence to follow in developing a plate is: a. developer, desensitizer, rinse b. desensitizer, developer, rinse c. rinse, developer, desensitizer 4. T or F Gum arabic can be used to preserve a plate if it is not to be used immediately.
11.2	With 100% accuracy, the student will demonstrate his ability to expose a presensitized offset plate by positioning the flat squarely on the plate, emulsion to emulsion, and engaging the light source and vacuum system.	11.2	Expose a presensitized offset plate using the available light source and vacuum frame.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 11.0 (cont'd) Presensitized Plates

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
11.3	The student will demonstrate his skill at developing a presensitized offset plate by processing the plate with 75% accuracy according to the scale below: a. developed to a step 6 on the platemaker gray scale b. image developed evenly c. flat square & properly positioned on plate d. developing steps done in proper sequence.	11.3	Process a presensitized offset plate.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 12.0 Offset Press Operation

The student will demonstrate his knowledge and skill in safe press operation by identifying controls, mixing fountain solution, inking, printing, and cleaning the press. The measure of this TPO will be successful completion of each IPO at its acceptable percentage.

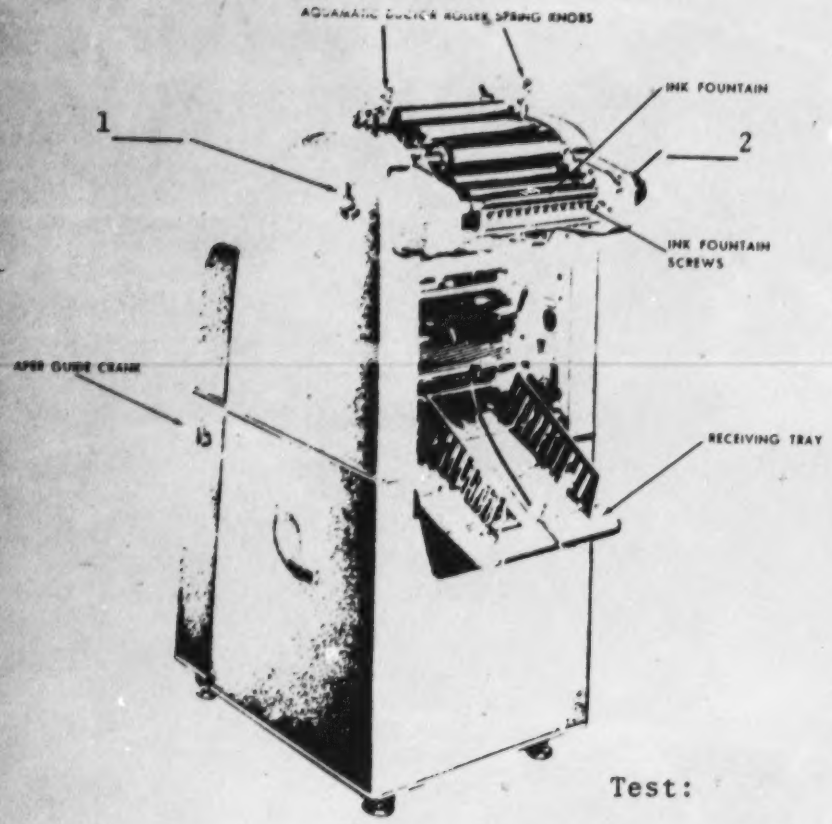
NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
12.1	The student will demonstrate his knowledge of press operation by passing a test which includes identification of controls, their function and safety with 80% efficiency.	12.1	Complete a test on identification of press controls, their function and safety.
12.2	The student will demonstrate his ability to operate the offset press by loading the press with stock, setting the air control, vacuum control, the jogger, and feed 100 sheets of paper through the press without any misfeeds.	12.2	Set up the offset press and feed 100 sheets of paper through with no misfeeds.
12.3	The student will demonstrate his ability to prepare and print a direct image offset plate which includes copy from a typewriter, black ball pen, pencil sketch, and letterpress repro proof. The student will attain a score of 75% according to the rating scale below: 1. followed instructions 2. clean copy 3. dense image 4. followed safe press operation procedures	12.3	Prepare and print 50 copies of direct image offset master which includes typewritten copy, blue ball point pen, pencil sketch, and letterpress repro proof.

COURSE Printing (Basic)

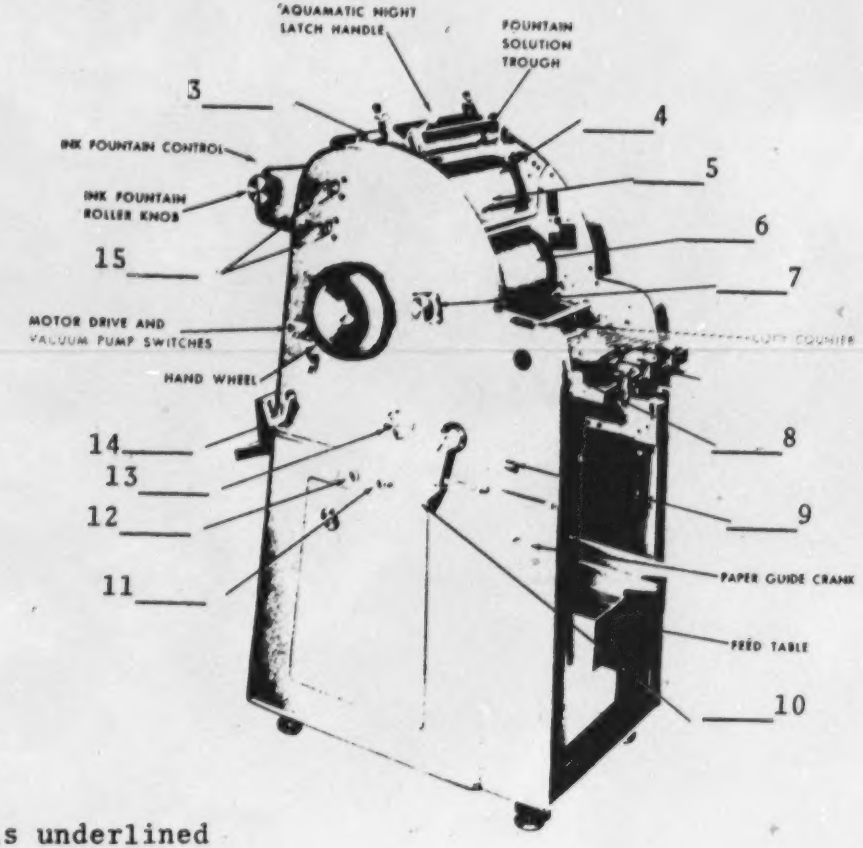
TERMINAL PERFORMANCE OBJECTIVE NO. 12.0 (cont'd) Offset Press Operation

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
12.4	The student will demonstrate his skill in cleaning the offset press by following the prescribed steps as outlined below with 80% accuracy. 1. remove excess ink from trough and wipe clean 2. drain fountain solution 3. place blotter sheet on plate cylinder 4. drip solvent on oscillating roller with press running 5. engage form rollers and repeat steps 4 and 5 as required and wipe clean with rag	12.4	Clean the offset press by following the given procedure.

Non-operating side of Model 350 Offset Duplicator



Operating side of Model 350 Offset Duplicator



Test:

1. Name the controls underlined and describe their function in one sentence.

2. List 5 safety rules associated with the operation of the offset press.

COURSE Printing (Basic)

TERMINAL PERFORMANCE
OBJECTIVE NO. 13.0 Bindery Operations

The student will demonstrate his skill and knowledge of bindery operations by performing the following operations with 100% accuracy; cutting, folding, stitching, perforating, scoring and packaging.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
		13.0	Criterion measure for 13.0 contained in all IPO's. Suggested completion of IPO's denotes acceptable performance for TPO.
13.1	The student will demonstrate his ability to obtain the best cut with a minimum of waste when cutting larger sheets of paper by solving mathematically and proving, by illustrating the answer, the assigned paper cutting problems with 75% accuracy.	13.1	Solve mathematically and illustrate the answer on the following problems. 1. What is the maximum number of sheets of paper 6" x 9" may be cut from one piece of paper 25" x 38"? 2. How many sheets of paper 25" x 38" will be needed to produce 500 copies of a cover 6" x 9" 3. How many sheets of 8 1/2" x 11" paper can be cut from a 17" x 22" piece of stock? 4. How many reams of paper 17" x 22" are required to print 2,000 letterheads 8 1/2" x 11"?
13.2	The student will demonstrate his skill in operating the paper folder by adjusting the machine for three separate folds and automatically folding 25 sheets of paper for each fold with edges matching with 100% accuracy.	13.2	On the automatic folder, fold 25 sheets of paper for each of the following folds: 8 1/2" x 11" single fold 8 1/2" x 11" two parallel folds 8 1/2" x 11" three parallel accordian folds

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 13.0 (cont'd) Bindery Operations

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
13.3	The student will, with 100% proficiency, demonstrate his skill in perforating and stiching by setting up the platen press to perforate 50 sheets of note pad size paper, then load the foot stitcher or its equivalent, stitch the note pad and bind edge with tape.	13.3	On the platen press perforate 50 sheets of paper note pad size, staple together, and tape the edge to form a note pad.
13.4	The student will demonstrate his skill in scoring by setting up the platen press and creasing card stock with 100% efficiency.	13.4	Set up the platen press to score card stock, then accurately score 25 sheets of 110 lb. index to permit ease of folding in half with matching edges.
13.5	The student will demonstrate his knowledge and skill in packaging by wrapping 100 business cards neatly and labeling the contents by taping an example to the outside with 100% proficiency.	13.5	Wrap a stack of 100 business cards in kraft paper and label the contents by taping an example of the contents to the outside.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 14.0 — Cost Estimating

The student will demonstrate a basic knowledge of printing costs for labor and materials by solving simple estimating problems, with 75% accuracy. Mastery of this TPO will be evidenced by successful completion of the IPO's.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
14.1	The student will demonstrate a basic knowledge of estimating labor costs in the printing industry by using the "Franklin Book" or other available source, to estimate the cost of labor in the following areas with 80% accuracy. 1. Paste-up 2. Photography 3. Stripping 4. Platemaking 5. Pressman	14.1	Using the "Franklin Book" or equivalent, list the labor cost per hour in the following areas: 1. Paste-up 2. Photography 3. Stripping 4. Platemaking 5. Pressman
14.2	The student will demonstrate his knowledge of estimating the cost of materials in industry by using the "Franklin Book" or equivalent, to estimate the cost of the following materials with 75% accuracy. 1. a 10"x15" photo offset plate 2. an 8"x10" negative 3. a 10"x15" flat 4. a 1000 copy one color press run	14.2	Using the "Franklin Book" or equivalent, list the cost of materials charge for the following: 1. a 10"x15" photo offset plate 2. an 8"x10" negative 3. a 10"x15" flat 4. a 1000 copy one color press run

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 15.0 Continuous Tone Photography

The student will demonstrate his knowledge and skills involved in snapshot photography, contact printing, producing enlargements and the relationship to offset printing by completing the assigned exercises and tests. Successful completion of each IPO at 80% accuracy will denote mastery of this TPO.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
15.1	The student will demonstrate his knowledge of film characteristics, aperture, shutter speeds and film speeds by completing the attached test with 80% accuracy. Test attached.	15.1	Complete the test on the basic fundamentals of snapshot photography.
15.2	The student will demonstrate his skill in snapshot photography by exposing, developing, contact printing and enlarging pictures for use in halftone photography. The quality of the prints will be evaluated by the instructor to his satisfaction.	15.2	Complete the following assignment on snapshot photography. 1. Use Plus X, Tri X, or Verichrome Pan film 2. "Shoot" the following required assignments & complete exposing roll as desired. a. sunrise or sunset b. close-up of an object c. close-up of a person d. 1 worm's eye view e. 1 bird's eye view 3. Develop the film (Microdol X), rinse, and fix according to manufactures instructions. 4. Make a contact print of all negatives on Velox paper--dry to a glossy finish. 5. Select the best two negatives and enlarge to 5"x7" prints. Dry one print glossy,the other matte. 6. Mount the contact prints and enlargements on illustration board and label the required shots. 7. Submit assignments to the instructor.

15.1 Test on the Basic Fundamentals of Snapshot Photography

1. T or F Depth of field is the distance in front of and distance behind the subject which will be in focus.

2. Circle the largest f-stop opening:
   a. f-2.5
   b. f-11
   c. f-16

3. T or F The f-stop determines the amount of light which reaches the film, the shutter speed determines the length of exposure.

4. If you wanted to stop action you would use:
   a. 1/15
   b. 1/300
   c. 1/500

5. Which of the following is a continuous tone film?
   a. panchromatic
   b. orthographic
   c. monolithic

6. To develop continuous tone film use _____developer.

7. To develop contact pring paper use _____ developer.

8. T or F Film speed refers to the length on time it takes film to react to light.

9. After a continuous tone print has been made, what has to be done to the picture before printing on a press?

10. If a print is too dark,what would you do to the aperture on the enlarger?

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 16.0 — Industrial Attitudes & Work Habits

The student will demonstrate good work habits and attitudes by achieving an "average" rating on the attached rating scale and 75% on a teacher student interview form. Successful completion of this TPO will be evidenced by completion of each IPO with 75% accuracy.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
16.1	The student will demonstrate his adherance to good work habits by attaining an "average" rating on the attached evaluation sheet.	16.1	Attain an over-all rating of "average" on an evaluation given by the instructor concerning good work habits.
16.2	The student will demonstrate those attitudes necessary for entry into an occupation by attaining a rating of 75% on the attached rating scale. 1. Personal appearance 15% 2. Emotional stability 15% 3. Communications 15% 4. Professional Competance 40% 5. Motivation 15%	16.2	Prepare for and have a job interview with your instructor acting as a potential employer. You will be graded on the following points: 1. Personal appearance 2. Emotional maturity 3. Communication 4. Professional competence 5. Motivation

STUDENT RATING SHEET 16.1

SHOP

RATED BY DATE

(Check only one item under each trait)

ACCURACY OF WORK:
1. Makes many errors ____
2. Is careless ____
3. Is fairly accurate ____
4. Is careful ____
5. Is very accurate ____

CARE OF WORKING SPACE:
1. Very untidy ____
2. Careless ____
3. Just passable ____
4. Keeps space clean ____
5. Space very clean and orderly ____

HANDLING OF TOOLS & EQUIPMENT:
1. Rough ____
2. Careless ____
3. Indifferent ____
4. Careful ____
5. Very careful ____

SPEED:
1. Very slow ____
2. Slow ____
3. Ordinary ____
4. Fast ____
5. Very fast ____

USE OF WORKING TIME:
1. Very wasteful ____
2. Loafs with others ____
3. Passable ____
4. Busy ____
5. Very busy ____

USE OF MATERIALS:
1. Wasteful ____
2. Careless ____
3. Fair ____
4. Good ____
5. Very careful ____

RESPONSIBILITY:
1. Buck-passer ____
2. Evades responsible ____
3. Passable ____
4. Likes it ____
5. Seeks it and handles it well ____

INITIATIVE:
1. Doesn't exhibit any ____
2. Very little ____
3. Average ____
4. Offers many suggestions ____
5. Very original ____

ATTENDANCE:
1. Off a great deal[1] ____
2. Off occasionally[1] ____
3. Off occasionally, valid reason ____
4. Seldom off ____
5. Never tardy ____

ATTITUDE TOWARD CO-WORKERS:
1. Does not get along ____
2. Looks down on them ____
3. Neutral ____
4. Good ____
5. Well liked, very cooperative ____

ATTITUDE TOWARD FOREMEN:
1. Disrespectful ____
2. Does not cooperate ____
3. Average ____
4. Cooperate ____
5. Very respectful, helpful ____

OBSERVANCE OF SAFETY RULES:
1. Disregards rules openly ____
2. Disregards rules when not watched ____
3. Average ____
4. Observes rules ____
5. Observes rules, has own rules ____

ACCIDENT RECORD:
1. Many accidents through carelessness ____
2. Minor injuries through carelessness ____
3. Few minor injuries ____
4. Seldom injured ____
5. Never gets injured ____

PERSONAL APPEARANCE, CLEANLINESS:
1. Slovenly and dirty ____
2. Untidy ____
3. Fair ____
4. Neat and clean ____
5. Exceptionally pleasing ____

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 17.0

Skill Comprehension Exercises

The student will demonstrate his proficiency and skill in paste-up, stripping and press operation by completing the assigned exercises to the satisfaction and judgment of the instructor as indicated on the attached grading scale.

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
17.1	The student will demonstrate his mastery of paste-up skills by completing the assigned paste-up exercise with 75% accuracy as indicated on the attached grading scale, 17.0.	17.1	Demonstrate your mastery of basic paste-up skills by completing the attached exercise.
17.2	The student will demonstrate his mastery of stripping skills by completing the assigned exercise with 75% efficiency as indicated on the attached grading scale, 17.0.	17.2	Demonstrate your mastery of basic stripping skills by completing the attached exercise.
17.3	The student will demonstrate his mastery of press work skills by completing the assigned press operation exercise with 75% efficiency as indicated on the attached grading scale, 17.0.	17.3	Demonstrate your mastery of basic press operation skills by completing the assigned exercise.
17.4	The student will demonstrate his mastery of basic printing skills and techniques by completing the assigned exercise with 75% efficiency as indicated on the attached grading scale, 17.0.	17.4	Demonstrate your mastery of basic printing skills by completing the attached exercise.

COURSE Printing (Basic)

TERMINAL PERFORMANCE OBJECTIVE NO. 17.0 (cont'd) Skill Comprehension Exercises

NO.	INTERMEDIATE PERFORMANCE OBJECTIVES	NO.	CRITERION MEASURES
17.5	The student will demonstrate his mastery of basic newspaper layout skills by completing the assigned exercise with 75% efficiency as indicated on the attached grading scale, 17.0.	17.5	Demonstrate your knowledge of newspaper layout by completing the attached exercise.

PRINTING RATING SCALE

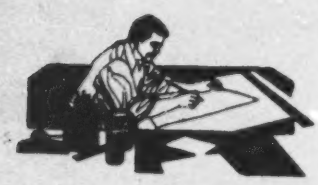
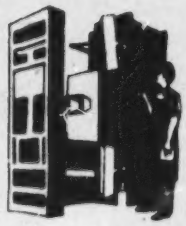
Paste-up Exercise	Points	Student Number 1	2	3	4	5	6	7	8	9	10
Ability to follow instructions	5										
Neatness and Cleanliness	15										
Accuracy (Square, etc.)	15										
Followed basic design principles	20										
Shows creativity in design	10										
Overall appearance	35										
Total	100										
Stripping Exercise											
Followed directions on positioning	40										
Measuring accuracy	30										
Opaquing procedures	15										
Used accepted stripping method	15										
Total	100										
Press Operation Problem											
Overall appearance of form	20										
Press operation (Adjustments etc.)	20										
Tint screen utilized effectively	5										
Creative Design	5										
Is form functional	5										
Form positioned on paper properly	5										
Vertical lines scribbed neat & accurate	10										
Negative stripped properly	10										
Plate prepared properly	10										
Negative prepared properly	10										
Total	100										
Minus Penalty Points											
Grand Total											

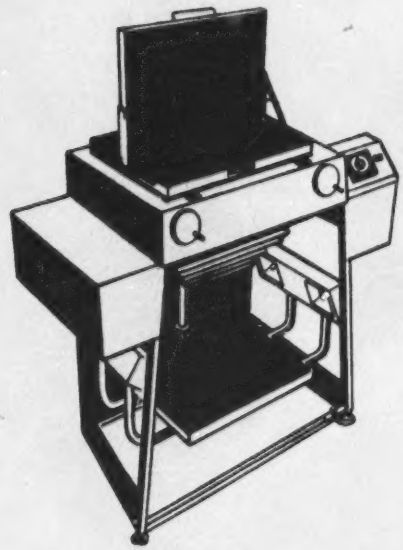
Design a paste-up for a single fold brochure with finished dimensions of 5½ x 8½ inches. Use all of the copy, but incorporate one or more of the line drawings as you desire.

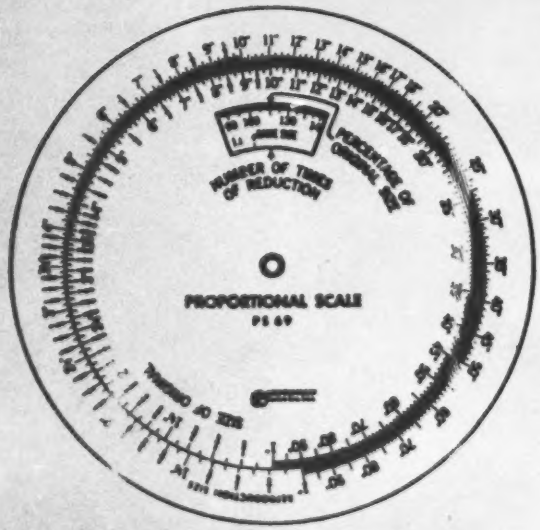
VICA Printing Competition

1975

FLORIDA JUNIOR COLLEGE
JACKSONVILLE, FLORIDA





TPO 17.2

STRIPPING EXERCISE

You are to strip the 4 given negatives for 5 1/2 x 8 1/2 inch note pad. The pad will be printed 2-up on an 8 1/2 x 11 inch sheet of paper. The copy must be placed 6 picas from the left edge of the paper and 4 picas from the top of the paper. The cut should be placed 4 picas from the right edge and 6 picas from the bottom of the page.

PRESS OPERATION

Design and print 20 copies of a billing form using the given copy. (Do not use the same words more than once)

The form should be printed on the paper provided. The form must include ruled horizontal lines and scri'ed vertical lines in the emulsion of the negative. You must also incorporate a tint screen effectively in the design of the form.

COLONIAL PRINTING COMPANY

COLONIAL PRINTING COMPANY

4342 ISH BRANT ROAD
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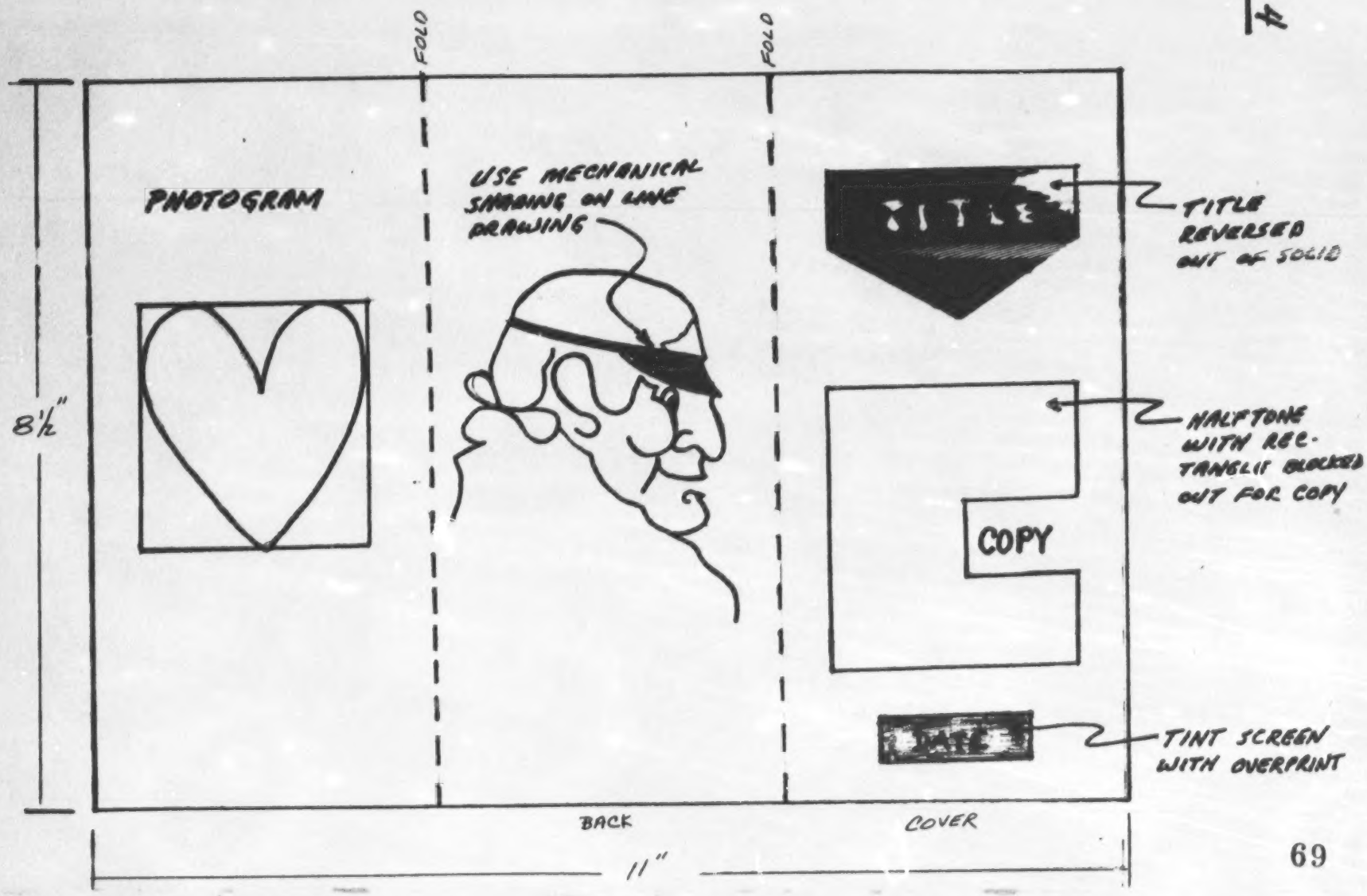
JACKSONVILLE, FLORIDA

TOTAL
QUANTITY
DESCRIPTION
AMOUNT

PRINT A BROCHURE AS OUTLINED BELOW

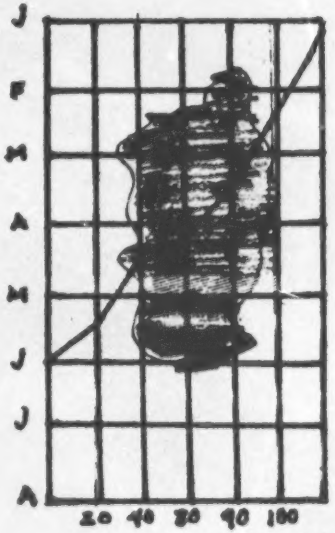


DROPOUT

FROM A HIGH CONTRAST PICTURE (CONTINUOUS TONE) PRINT A DROPOUT

2 COLOR

PREPARE A RUBYLITH OVERLAY FOR A SECOND COLOR



OVERPRINT A GRAPH ON A TINTED BACKGROUND.

RULE HORIZONTAL LINES
SCRIBE VERTICAL LINES

17.4

TPO 17.5

NEWSPAPER EXERCISE

Using the given maskhead, headline, copy and halftone, layout the front page of an 8 1/2 x 11 inch newsletter. Leave a 1/2 inch margin on each side, 1 inch at the bottom and 3/4 inch at the top. Use three columns of equal size.

Use layout sheet, register pins and register marks, as well as trim, fold and cutting marks.